



Station Order Revised Heinrich for Senate 2012

Market: Albuquerque

Flight Dates: Monday, September 24, 2012 to Sunday, September 30, 2012

Estimate ID

12029

Contact: Jim Giudicessi

Email: Jim.Giudicessi@krqe.com

Phone: 505-246-2222

Fax: 505-944-0259

Direct: 505-998-9530

KRQE-S2

207246

Jug
9/19/12

Program Name	DP	Days Length	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
				Sep 24	Sep 25	Sep 26	Sep 27	Sep 28	Sep 29	Sep 30	
KRQE 5a News 5:00 AM 6:00 AM	EM	M-F 30	\$50.00 \$250.00	5 1	1	1	1	1			5
KRQE 6a News 6:00 AM 7:00 AM	EM	M-F 30	\$100.00 \$500.00	5 1	1	1	1	1			5
CBS This Morning 7:00 AM 9:00 AM	EM	M-F 30	\$150.00 \$1,350.00	3 2	1	2	2	2			9
Saturday 7a News 7:00 AM 8:00 AM	EM	Sa 30	\$25.00 \$25.00	5					1		1
Sunday 7a News 7:00 AM 8:00 AM	EM	Su 30	\$50.00 \$50.00	5						1	1
CBS Sunday Morn 8:00 AM 9:30 AM	EM	Su 30	\$400.00 \$400.00	3						1	1
Sold out at LUR per KRQE. Move to L3 to clear.											
The Doctors 9:00 AM 10:00 AM	DT	M-F 30	\$75.00 \$150.00	5 1				1			2
Lets Make a Deal 10:00 AM 11:00 AM	DT	M-F 30	\$250.00 \$500.00	3	1		1				2
Sold out at LUR per KRQE. Move to L3 to clear.											
Price is Right 11:00 AM 12:00 PM	DT	M-F 30	\$150.00 \$450.00	5 1		1		1			3
KRQE Noon News 12:00 PM 12:30 PM	DT	M-F 30	\$125.00 \$250.00	5	1			1			2
Bold & Beautiful 12:30 PM 1:00 PM	DT	M-F 30	\$100.00 \$100.00	5		1					1
Young & Restless 1:00 PM 2:00 PM	DT	M-F 30	\$100.00 \$200.00	5 1			1				2

Suzanne Collins

Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203

Date/Time Sent: 9/19/2012 4:12:07 PM

KRQE-S2

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suzannel@mediastrategies.com



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Program Name	DP	Days Length	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
				Sep 24	Sep 25	Sep 26	Sep 27	Sep 28	Sep 29	Sep 30	
The Talk	DT	M-F	\$175.00	3	1			1			2
2:00 PM 3:00 PM		30	\$350.00								
Sold out at LUR per KRQE. Move to L3 to clear.											
Dr. Phil	EF	M-F	\$100.00	5	2	1	2	2			9
3:00 PM 4:00 PM		30	\$900.00								
KRQE 4p News	EN	M-F	\$175.00	4	1	1	1	1			5
4:00 PM 4:30 PM		30	\$875.00								
Sold out at LUR per KRQE. Move to L4 to clear.											
KRQE 4:30p News	EN	M-F	\$175.00	4	1	1	1	1			5
4:30 PM 5:00 PM		30	\$875.00								
Sold out at LUR per KRQE. Move to L4 to clear.											
KRQE 5:30p News	EN	M-F	\$325.00	4	1	2	1	1			6
5:30 PM 6:00 PM		30	\$1,950.00								
Sold out at LUR per KRQE. Move to L4 to clear.											
Saturday 5:30p News	EN	Sa	\$125.00	5					1		1
5:30 PM 6:00 PM		30	\$125.00								
Sunday 5:30p News	EN	Su	\$125.00	5						1	1
5:30 PM 6:00 PM		30	\$125.00								
Jeopardy	PA	M-F	\$350.00	5	1	1	1	2	1		6
6:00 PM 6:30 PM		30	\$2,100.00								
Wheel of Fortune	PA	M-F	\$425.00	5	1	2	1	1			6
6:30 PM 7:00 PM		30	\$2,550.00								
Jeopardy	PA	Sa	\$125.00	5					1		1
6:00 PM 6:30 PM		30	\$125.00								
Wheel of Fortune	PA	Sa	\$275.00	3					1		1
6:30 PM 7:00 PM		30	\$275.00								
Sold out at LUR per KRQE. Move to L4 to clear.											
2 Broke/Mike	PT	M	\$4,600.00	2	1						1
8:00 PM 9:00 PM		30	\$4,600.00								
Sold out at LUR per KRQE. Move to L2 to clear.											

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KRQE-S2

Program Name	DP	Days		Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
		Length			Sep 24	Sep 25	Sep 26	Sep 27	Sep 28	Sep 29	Sep 30	
NCIS LA	PT	Tu	30	\$2,000.00	3	1						1
8:00 PM 9:00 PM				\$2,000.00								
Survivor	PT	W	30	\$750.00	5		1					1
7:00 PM 8:00 PM				\$750.00								
CSI	PT	W	30	\$1,800.00	3		1					1
9:00 PM 10:00 PM				\$1,800.00								
Sold out at LUR per KRQE. Move to L3 to clear.												
Person Interest	PT	Th	30	\$2,000.00	3			1				1
8:00 PM 9:00 PM				\$2,000.00								
Sold out at LUR per KRQE. Move to L3 to clear.												
Elementary	PT	Th	30	\$1,000.00	5			1				1
9:00 PM 10:00 PM				\$1,000.00								
Made in Jersey	PT	F	30	\$1,400.00	3				1			1
8:00 PM 9:00 PM				\$1,400.00								
Crimetime	PT	Sa	30	\$800.00	3					1		1
8:00 PM 9:00 PM				\$800.00								
48 Hours	PT	Sa	30	\$500.00	5					1		1
9:00 PM 10:00 PM				\$500.00								
60 Minutes	PT	Su	30	\$3,000.00	3						1	1
6:00 PM 7:00 PM				\$3,000.00								
The Good Wife	PT	Su	30	\$1,800.00	3						1	1
8:00 PM 9:00 PM				\$1,800.00								
Mentalist	PT	Su	30	\$2,100.00	3						1	1
9:00 PM 10:00 PM				\$2,100.00								
KRQE 10p News	LN	M-F	30	\$550.00	5	1	1	1	1	1		5
10:00 PM 10:35 PM				\$2,750.00								

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Program Name	DP	Days Length	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
				Sep 24	Sep 25	Sep 26	Sep 27	Sep 28	Sep 29	Sep 30	
Saturday 10p News	LN	Sa	\$325.00						1		1
10:00 PM 10:35 PM		30	\$325.00								
Sunday 10p News	LN	Su	\$400.00							1	1
10:00 PM 10:35 PM		30	\$400.00								
Letterman	LF	M-F	\$125.00	1	1	1	1				4
10:35 PM 11:35 PM		30	\$500.00								
Station Gross Totals			\$40,200.00	17	17	17	18	17	7	7	100

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AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

**FEDERAL CANDIDATE****STATE/LOCAL CANDIDATE**

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:

KRQE-TV Albuquerque

Date:

9/19/2012

I, Media Strategies and Research,being on behalf of Martin Heinrich, a legallyqualified candidate of the Democratic politicalparty for the office of: U.S. Senatein the Generalelection to be held on: Tuesday, November 06, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
SEE ATTACHED SCHEDULE					
Date of First Broadcast:			Date of Last Broadcast:		
Monday, September 24, 2012			Sunday, September 30, 2012		

Total Charges: \$40,200.00

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Martin Heinrich for Senate

and you are authorized to announce the time as paid for by such person or entity.
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Valerie J. Borrego

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

Wednesday, September 19, 201

Date



Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title

Spot Manager: All, 09/24/12-09/30/12

Alt Order #	Advertiser	Order	Inv. Code (Boo)	Time Period	Length	Priority	Channel	Product	Estimate	Air Time	Ad-ID	Rate
Date: 09/24/12												
Station: KRQE												
	POL/Heinrich I	207246	M-F 9a-10a	9a-10a	:30	P5	[ALL]	HEINRICH 12029				\$75.00
	POL/Heinrich I	207246	M-F KROE New:KROE News		:30	P5	[ALL]	HEINRICH 12029		5:12:51 AM		\$50.00
	POL/Heinrich I	207246	M-F KROE New:KRQE News		:30	P5	[ALL]	HEINRICH 12029		6:31:40 AM		\$100.00
	POL/Heinrich I	207246	CBS This Mornii CBS Early S		:30	P3	[ALL]	HEINRICH 12029		7:53:44 AM		\$150.00
	POL/Heinrich I	207246	CBS This Mornii CBS Early S		:30	P3	[ALL]	HEINRICH 12029		8:57:56 AM		\$150.00
	POL/Heinrich I	207246	Price is Right	11a-12p	:30	P5	[ALL]	HEINRICH 12029		11:29:11 AM		\$150.00
	POL/Heinrich I	207246	Soap Rotator	(1:00:00 PM-	:30	P5	[ALL]	HEINRICH 12029		1:59:01 PM		\$100.00
	POL/Heinrich I	207246	Dr. Phil	3p-4p	:30	P5	[ALL]	HEINRICH 12029		3:34:47 PM		\$100.00
	POL/Heinrich I	207246	Dr. Phil	3p-4p	:30	P5	[ALL]	HEINRICH 12029		3:52:13 PM		\$100.00
	POL/Heinrich I	207246	M-F KRQE New:4p-430p		:30	P4	[ALL]	HEINRICH 12029		4:08:00 PM		\$175.00
	POL/Heinrich I	207246	M-F KRQE New:430p-5p		:30	P4	[ALL]	HEINRICH 12029		4:38:25 PM		\$175.00
	POL/Heinrich I	207246	KRQE News 13	530p-6p	:30	P4	[ALL]	HEINRICH 12029		5:42:33 PM		\$325.00
	POL/Heinrich I	207246	M-F 6p-630p	M-F 6p-630p	:30	P5	[ALL]	HEINRICH 12029		6:05:46 PM		\$350.00
	POL/Heinrich I	207246	M-F 630p-7p	M-F 630p-7p	:30	P5	[ALL]	HEINRICH 12029		6:41:18 PM		\$425.00
	POL/Heinrich I	207246	Mon Hour 2	8p-9p	:30	P2	[ALL]	HEINRICH 12029		8:13:47 PM		\$4,600.00
	POL/Heinrich I	207246	LN M-F	10p-1035p	:30	P5	[ALL]	HEINRICH 12029		10:16:24 PM		\$550.00
	POL/Heinrich I	207246	David Letterman	1035p-1137p	:30	P5	[ALL]	HEINRICH 12029		11:25:30 PM		\$125.00
												\$7,700.00
												\$7,700.00

Date: 09/25/12

Station: KRQE

	POL/Heinrich I	207246	M-F 630p-7p	M-F 630p-7p	:30	P5	[ALL]	HEINRICH 12029				\$425.00
	POL/Heinrich I	207246	CBS This Mornii CBS Early S		:30	P3	[ALL]	HEINRICH 12029				\$150.00
	POL/Heinrich I	207246	KROE News 13	530p-6p	:30	P4	[ALL]	HEINRICH 12029				\$325.00
	POL/Heinrich I	207246	The Talk	2p-3p	:30	P3	[ALL]	HEINRICH 12029				\$175.00
	POL/Heinrich I	207246	Tue Hour 2	8p-9p	:30	P3	[ALL]	HEINRICH 12029				\$2,000.00
	POL/Heinrich I	207246	David Letterman	1035p-1137p	:30	P5	[ALL]	HEINRICH 12029				\$125.00
	POL/Heinrich I	207246	M-F 6p-630p	M-F 6p-630p	:30	P5	[ALL]	HEINRICH 12029				\$350.00
	POL/Heinrich I	207246	M-F KROE New:4p-430p		:30	P4	[ALL]	HEINRICH 12029				\$175.00
	POL/Heinrich I	207246	M-F KRQE New:KRQE News		:30	P5	[ALL]	HEINRICH 12029				\$100.00
	POL/Heinrich I	207246	Let's Make a De M-F 10a-11a		:30	P3	[ALL]	HEINRICH 12029				\$250.00
	POL/Heinrich I	207246	M-F KROE New:12p-1230p		:30	P5	[ALL]	HEINRICH 12029				\$125.00
	POL/Heinrich I	207246	M-F KROE New:KROE News		:30	P5	[ALL]	HEINRICH 12029				\$50.00
	POL/Heinrich I	207246	Dr. Phil	3p-4p	:30	P5	[ALL]	HEINRICH 12029				\$100.00
	POL/Heinrich I	207246	M-F KROE New:430p-5p		:30	P4	[ALL]	HEINRICH 12029				\$175.00
	POL/Heinrich I	207246	KROE News 13	530p-6p	:30	P4	[ALL]	HEINRICH 12029				\$325.00
	POL/Heinrich I	207246	LN M-F	10p-1035p	:30	P5	[ALL]	HEINRICH 12029				\$550.00
	POL/Heinrich I	207246	M-F 630p-7p	M-F 630p-7p	:30	P5	[ALL]	HEINRICH 12029				\$425.00
												\$5,825.00
												\$5,825.00

Date: 09/26/12

Station: KRQE

	POL/Heinrich I	207246	M-F KROE New:KROE News		:30	P5	[ALL]	HEINRICH 12029				\$50.00
	POL/Heinrich I	207246	KROE News 13	530p-6p	:30	P4	[ALL]	HEINRICH 12029				\$325.00
	POL/Heinrich I	207246	Wed Hour 1	7p-8p	:30	P5	[ALL]	HEINRICH 12029				\$750.00
	POL/Heinrich I	207246	M-F KROE New:430p-5p		:30	P4	[ALL]	HEINRICH 12029				\$175.00
	POL/Heinrich I	207246	Wed Hour 3	9p-10p	:30	P3	[ALL]	HEINRICH 12029				\$1,800.00
	POL/Heinrich I	207246	Dr. Phil	3p-4p	:30	P5	[ALL]	HEINRICH 12029				\$100.00
	POL/Heinrich I	207246	M-F KRQE New:4p-430p		:30	P4	[ALL]	HEINRICH 12029				\$175.00
	POL/Heinrich I	207246	M-F KROE New:KROE News		:30	P5	[ALL]	HEINRICH 12029				\$100.00
	POL/Heinrich I	207246	CBS This Mornii CBS Early S		:30	P3	[ALL]	HEINRICH 12029				\$150.00
	POL/Heinrich I	207246	Dr. Phil	3p-4p	:30	P5	[ALL]	HEINRICH 12029				\$100.00
	POL/Heinrich I	207246	M-F 6p-630p	M-F 6p-630p	:30	P5	[ALL]	HEINRICH 12029				\$350.00
	POL/Heinrich I	207246	Price is Right	11a-12p	:30	P5	[ALL]	HEINRICH 12029				\$150.00
	POL/Heinrich I	207246	Soap Rotator	(12:30:00 PA	:30	P5	[ALL]	HEINRICH 12029				\$100.00
	POL/Heinrich I	207246	CBS This Mornii CBS Early S		:30	P3	[ALL]	HEINRICH 12029				\$150.00
	POL/Heinrich I	207246	M-F 630p-7p	M-F 630p-7p	:30	P5	[ALL]	HEINRICH 12029				\$425.00
	POL/Heinrich I	207246	LN M-F	10p-1035p	:30	P5	[ALL]	HEINRICH 12029				\$550.00
	POL/Heinrich I	207246	David Letterman	1035p-1137p	:30	P5	[ALL]	HEINRICH 12029				\$125.00
												\$5,575.00

[Sorted by: Date]

Spot Manager: All, 09/24/12-09/30/12

Alt Order #	Advertiser	Order	Inv. Code (Bool)	Time Period	Length	Priori	Chann	Product	Estimate	Air Time	Ad-ID	Rate
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Date: 09/26/12

\$5,575.00

Date: 09/27/12

Station: KRQE

PQL/Heinrich	207246 M-F 6p-630p	M-F 6p-630p	:30 P5	[ALL]	HEINRICH 12029	\$350.00
PQL/Heinrich	207246 Dr. Phil	3p-4p	:30 P5	[ALL]	HEINRICH 12029	\$100.00
POL/Heinrich	207246 Let's Make a De	M-F 10a-11a	:30 P3	[ALL]	HEINRICH 12029	\$250.00
POL/Heinrich	207246 M-F 630p-7p	M-F 630p-7p	:30 P5	[ALL]	HEINRICH 12029	\$425.00
POL/Heinrich	207246 LN M-F	10p-1035p	:30 P5	[ALL]	HEINRICH 12029	\$550.00
POL/Heinrich	207246 M-F KRQE New	KRQE News	:30 P5	[ALL]	HEINRICH 12029	\$50.00
POL/Heinrich	207246 Thur Hour 3	9p-10p	:30 P5	[ALL]	HEINRICH 12029	\$1,000.00
POL/Heinrich	207246 Dr. Phil	3p-4p	:30 P5	[ALL]	HEINRICH 12029	\$100.00
POL/Heinrich	207246 M-F KRQE New	KRQE News	:30 P5	[ALL]	HEINRICH 12029	\$100.00
PQL/Heinrich	207246 M-F KRQE New	4p-430p	:30 P4	[ALL]	HEINRICH 12029	\$175.00
PQL/Heinrich	207246 CBS This Morn	CBS Early S	:30 P3	[ALL]	HEINRICH 12029	\$150.00
POL/Heinrich	207246 M-F 6p-630p	M-F 6p-630p	:30 P5	[ALL]	HEINRICH 12029	\$350.00
POL/Heinrich	207246 David Letterman	1035p-1137p	:30 P5	[ALL]	HEINRICH 12029	\$125.00
PQL/Heinrich	207246 CBS This Morn	CBS Early S	:30 P3	[ALL]	HEINRICH 12029	\$150.00
PQL/Heinrich	207246 M-F KRQE New	430p-5p	:30 P4	[ALL]	HEINRICH 12029	\$175.00
PQL/Heinrich	207246 KRQE News 13	530p-6p	:30 P4	[ALL]	HEINRICH 12029	\$325.00
PQL/Heinrich	207246 Thur Hour 2	8p-9p	:30 P3	[ALL]	HEINRICH 12029	\$2,000.00
POL/Heinrich	207246 Soap Rotator	(1:00:00 PM	:30 P5	[ALL]	HEINRICH 12029	\$100.00

\$6,475.00

\$6,475.00

Date: 09/28/12

Station: KRQE

PQL/Heinrich	207246 CBS This Morn	CBS Early S	:30 P3	[ALL]	HEINRICH 12029	\$150.00
PQL/Heinrich	207246 M-F KRQE New	KRQE News	:30 P5	[ALL]	HEINRICH 12029	\$100.00
POL/Heinrich	207246 M-F KRQE New	4p-430p	:30 P4	[ALL]	HEINRICH 12029	\$175.00
POL/Heinrich	207246 M-F KRQE New	430p-5p	:30 P4	[ALL]	HEINRICH 12029	\$175.00
PQL/Heinrich	207246 KRQE News 13	530p-6p	:30 P4	[ALL]	HEINRICH 12029	\$325.00
PQL/Heinrich	207246 Price is Right	11a-12p	:30 P5	[ALL]	HEINRICH 12029	\$150.00
PQL/Heinrich	207246 Fri Hour 2	8p-9p	:30 P3	[ALL]	HEINRICH 12029	\$1,400.00
PQL/Heinrich	207246 The Talk	2p-3p	:30 P3	[ALL]	HEINRICH 12029	\$175.00
POL/Heinrich	207246 M-F 6p-630p	M-F 6p-630p	:30 P5	[ALL]	HEINRICH 12029	\$350.00
POL/Heinrich	207246 M-F 9a-10a	9a-10a	:30 P5	[ALL]	HEINRICH 12029	\$75.00
POL/Heinrich	207246 M-F KRQE New	12p-1230p	:30 P5	[ALL]	HEINRICH 12029	\$125.00
PQL/Heinrich	207246 CBS This Morn	CBS Early S	:30 P3	[ALL]	HEINRICH 12029	\$150.00
POL/Heinrich	207246 LN M-F	10p-1035p	:30 P5	[ALL]	HEINRICH 12029	\$550.00
POL/Heinrich	207246 Dr. Phil	3p-4p	:30 P5	[ALL]	HEINRICH 12029	\$100.00
PQL/Heinrich	207246 Dr. Phil	3p-4p	:30 P5	[ALL]	HEINRICH 12029	\$100.00
PQL/Heinrich	207246 M-F KRQE New	KRQE News	:30 P5	[ALL]	HEINRICH 12029	\$50.00
POL/Heinrich	207246 M-F 630p-7p	M-F 630p-7p	:30 P5	[ALL]	HEINRICH 12029	\$425.00

\$4,575.00

\$4,575.00

Date: 09/29/12

Station: KRQE

POL/Heinrich	207246 Sa 630p-7p	Sa 630p-7p	:30 P3	[ALL]	HEINRICH 12029	\$275.00
PQL/Heinrich	207246 LN Sa	10p-1035p	:30 P5	[ALL]	HEINRICH 12029	\$325.00
PQL/Heinrich	207246 Sat Hour 2	8p-9p	:30 P3	[ALL]	HEINRICH 12029	\$800.00
PQL/Heinrich	207246 Sat Hour 3	9p-10p	:30 P5	[ALL]	HEINRICH 12029	\$500.00
POL/Heinrich	207246 Sa KRQE News	530p-6p	:30 P5	[ALL]	HEINRICH 12029	\$125.00
PQL/Heinrich	207246 Sa 6p-630p	Sa 6p-630p	:30 P5	[ALL]	HEINRICH 12029	\$125.00
PQL/Heinrich	207246 KRQE News Sa	7a-8a	:30 P5	[ALL]	HEINRICH 12029	\$25.00

\$2,175.00

\$2,175.00

Date: 09/30/12

Station: KRQE

PQL/Heinrich	207246 KRQE News Su	7a-8a	:30 P5	[ALL]	HEINRICH 12029	\$50.00
POL/Heinrich	207246 Su KRQE News	530p-6p	:30 P5	[ALL]	HEINRICH 12029	\$125.00
POL/Heinrich	207246 Sun Hour 4	9p-10p	:30 P3	[ALL]	HEINRICH 12029	\$2,100.00

[Sorted by: Date]

Spot Manager: All, 09/24/12-09/30/12

Alt Order #	Advertiser	Order	Inv. Code (Bool)	Time Period	Length	Priority	Channel	Product	Estimate	Air Time	Ad-ID	Rate
Date: 09/30/12												
Station: KRQE												
	POL/Heinrich	1	207246	Sun Hour 3	8p-9p	:30	P3	[ALL] HEINRICH 12029				\$1,800.00
	POL/Heinrich	1	207246	LN Su	10p-1035p	:30	P5	[ALL] HEINRICH 12029				\$400.00
	POL/Heinrich	1	207246	Sun Hour 1	6p-7p	:30	P3	[ALL] HEINRICH 12029				\$3,000.00
	POL/Heinrich	1	207246	CBS Sunday Mc	8a-930a	:30	P3	[ALL] HEINRICH 12029				\$400.00
												\$7,875.00
												\$7,875.00
												\$0,200.00

[Sorted by: Date]